Amendment to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1. (currently amended) A method of enabling dynamic aggregation of content from a plurality of content providers, said method comprising:

      defining a template having a plurality of display areas;

      receiving a reference from a content provider, said reference identifying content hosted by the content provider, said content provider having a content provider identifier associated therewith;

      associating the received reference with a display area identifier related to at least one of the plurality of display areas in the defined template;

      creating a document from the defined template;

      associating the associated reference, the display area identifier, and the content provider identifier with the created document; [[and]]

      storing the created document in a memory area;

      receiving a request for the document, said request comprising the content provider identifier;

      responsive to the received request, retrieving the stored reference and display area identifier based on the content provider identifier;

      inserting the retrieved reference into the document based on the retrieved display area identifier; and

      sending the document with the reference to a client computing device, wherein an application program executing on the client computing device then dynamically renders the document to a user by retrieving, without user input, the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.

Claim 2. (canceled).

Claim 3. (currently amended) The method of claim 1 [[2]], further comprising sending the document with the reference to the content provider.

Claim 4. (canceled).

Claim 5. (previously presented) The method of claim 1, wherein defining the template having the plurality of display areas comprises defining a web page having a plurality of frames.

Claim 6. (original) The method of claim 5, wherein receiving the reference from the content provider comprises receiving a hyperlink from the content provider.

Claim 7. (original) The method of claim 1, wherein one or more computer-readable media have computer-executable instructions for performing the method recited in claim 1.

Claim 8. (currently amended) A method of enabling dynamic aggregation of content from a plurality of content providers, said method comprising:

defining a template document having a plurality of frames;

receiving a hyperlink from a content provider, said hyperlink identifying content hosted by the content provider, said content provider having a content provider identifier associated therewith;

associating the received hyperlink with a frame identifier related to one of the plurality of frames in the defined template document;

creating a web page from the defined template document;

associating the associated hyperlink, the frame identifier, and the content provider identifier with the created web page; [[and]]

storing the created web page in a memory area;

receiving a request for the web page, said request comprising the content provider identifier;

responsive to the received request, retrieving the stored hyperlink and frame identifier based on the content provider identifier;

inserting the retrieved hyperlink into the web page based on the retrieved frame identifier; and

sending the web page with the hyperlink to a client computing device, wherein a web browser executing on the client computing device then dynamically renders the web page to a user by downloading, without user input, the content from the content provider via the hyperlink and displaying the downloaded content in the frame identified by the frame identifier.

Claim 9. (canceled).

Claim 10. (currently amended) The method of claim 8 [[9]], wherein receiving the request comprises receiving a dynamic uniform resource locator having the content provider identifier as a query string parameter.

Claim 11. (currently amended) The method of claim 8 [[9]], further comprising sending the web page with the hyperlink to the content provider.

Claim 12. (canceled).

Claim 13. (previously presented) The method of claim 8, wherein defining the template document comprises defining the template document using a hypertext markup language.

Claim 14. (original) The method of claim 8, wherein one or more computer-readable media have computer-executable instructions for performing the method recited in claim 8.

Claim 15. (currently amended) One or more computer-readable media having computer-executable components for enabling dynamic aggregation of content from a plurality of content providers, said components comprising:

a template component to define a template having a plurality of display areas;

an interface component to receive a reference from a content provider, said reference identifying content hosted by the content provider, said content provider having a content provider identifier associated therewith, said interface component further adapted to associate the received reference with a display area identifier related to at least one of the plurality of display areas in the template defined by the template component; [[and]]

a memory component to create a document from the template defined by the template component, and to store the reference, the display area identifier, and the content provider identifier with the created document in a memory area, wherein the interface component is further adapted to receive a request for the document, said request comprising the content provider identifier, wherein the memory component, responsive to the request received by the interface component, is further adapted to retrieve the stored reference and display area identifier based on the content provider identifier; and

a generation component to insert the reference retrieved by the memory component into the document based on the display area identifier retrieved by the memory component, wherein the interface component is further adapted to send the document with the reference inserted by the generation component to a client computing device, wherein an application program executing on the client computing device then dynamically renders the document to a user by retrieving, without user input, the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.

Claims 16-19. (canceled)

Claim 20. (original) The computer-readable media of claim 15, wherein the template component is further adapted to define a web page having a plurality of frames.

Claim 21. (original) The computer-readable media of claim 15, wherein the interface component is further adapted to receive a hyperlink from the content provider.

Claim 22. (currently amended) A system for enabling dynamic aggregation of content from a plurality of content providers, said system comprising:

a first memory area to store a template defining a plurality of display areas;

a second memory area to store a plurality of references each identifying content hosted by a content provider, wherein each of the plurality of references is associated with one of the plurality of display areas in the template stored in the first memory area; and

a computing device to create a document from the template stored in the first memory area and to dynamically insert each of the plurality of references stored in the second memory

area into the associated display area of the created document responsive to a request for the document, wherein the computing device is further adapted to send the document with the plurality of references to a client application program responsive to a request from a user for the document, wherein the client application program then executes to dynamically retrieve, without user input, the content via the references and to render the content in the document.

Claim 23. (canceled).

Claim 24. (canceled).

Claim 25. (original) The system of claim 22, wherein the document comprises a web page, wherein each of the references comprises a hyperlink, and wherein each of the display areas comprises a frame.

Claim 26. (original) The system of claim 22, wherein one of the plurality of references comprises a reference to a user authentication service.

Claim 27. (original) The system of claim 22, wherein each of the plurality of references identifies content from a different content provider.

Claim 28. (original) The system of claim 22, wherein the content identifies the content provider associated therewith.

Claim 29. (original) The system of claim 22, wherein the content comprises one or more of the following: text, graphics, audio, and video.

Claim 30. (currently amended) A web service for cobranding a login user interface, said web service comprising:

a template document defining a plurality of frames;

a plurality of hyperlinks each identifying content hosted by a content provider, wherein each of the plurality of hyperlinks is associated with one of the plurality of frames defined in the

template document, wherein the content for one of the plurality of hyperlinks includes a user name text box and a password text box; and

computer-executable instructions to dynamically create a web page from the defined template document and to insert each of the plurality of hyperlinks into the associated frame in the created web page responsive to a request for the web page, wherein the computer-executable instructions, when executed, send the created web page to a client responsive to a request for the web page from a user, wherein the client then dynamically retrieves, without user input, the content identified by each of the hyperlinks and renders the retrieved content in the associated frames in the web page.

Claim 31. (canceled)

Claim 32. (original) The web service of claim 31, wherein the client comprises an application program or a computing device or both.

Claim 33. (canceled).

Claim 34. (original) The web service of claim 30, further comprising another plurality of hyperlinks each identifying content associated with another content provider, and wherein the computer-executable instructions execute, responsive to a request from the another content provider, to dynamically create another web page from the defined template document and to retrieve the another plurality of hyperlinks and to insert the retrieved another plurality of hyperlinks into the associated frames in the another web page.